

**COMMERCIAL PRODUCT ROUTING SYSTEM WITH VIDEO
VENDING CAPABILITY**

ABSTRACT OF THE DISCLOSURE

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A traffic control system selectively interfaces members of plural groups, exemplified as buyer groups and vendor groups, for video communication through a dial-up telephone system, for analyzing and compiling data to selectively implement communication, as for consummating sales and the like. The traffic-control system comprises a telephonic interface apparatus for interfacing remote telephonic terminals of the dial-up telephone system identified with the members of plural groups, a video recording unit for recording and playing video transcriptions, a storage memory for storing data on the members, including telephonic terminal numbers and area-of-interest codes and a control computer to process data and selectively interconnect the video source with the remote telephone terminals through the telephonic interface apparatus to receive video communication.